



Horizon 2020

H2020-LC-GD-2020 - Building a low-carbon, climate-resilient future: Research and innovation in support of the European Green Deal

Topic: LC-GD-8-2-2020 Fostering regulatory science to address combined exposures to industrial chemicals and pharmaceuticals: from science to evidence-based policies

LIFESAVER

**Living Impact on Fetal Evolution: Shelter – Analyze - Validate - Empower Regulations
G.A. 101036702**

TRAINING WORKSHOP

In-Person only

COMPLETE AGENDA

THURSDAY

23 Nov 2023

Venue for LIFESAVER Training Workshop:

Water Front Hotel

The Strand, Sliema



The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036702





Thursday 23 Nov 2023 Technology Exploitation Training Workshop:

TIME	TOPIC	PARTICIPANTS
	<p>Technology Exploitation Training Workshop: Best Practices for taking Technical Products towards the market (in follow-up of Wednesday Conference) Four (4) Pitches by Project Panelists.</p>	<p>Anamaria Magri Pantea Innovation exploitation and finance raising expert; Founder & Managing consultant, http://ascendconsulting.eu/</p>
09.00 – 10.30	<p>Training</p> <ul style="list-style-type: none"> - How to identify Key Exploitable Results of R&I activities - Understanding the critical success factors for advancing innovative concepts on the TRL and towards market uptake - Understanding main exploitation and commercialization options - How to target funding providers according to TRL and type of technology - The core information needed to pitch for funding <ol style="list-style-type: none"> 1) Always equate product features with tangible benefits 2) Understand how to position the product in the market by using technical jargon precisely and only when appropriate 3) Back your calculated ROI with sufficient data 4) Explain how you will implement a smooth product transition process and explain how end-users will be provided support during and after onboarding 5) Identify prospect's biggest bottlenecks and demonstrate how you can address them <p>https://www.closeriq.com/blog/2020/04/selling-a-technical-product/</p>	
10.30 – 12.00	<p>4 Workshops (coffee) Participants divide into the project groups and discuss and prepare not more than 5 slides intended for presentation to Investors to raise funds for technology exploitation and commercialisation.</p>	
12.00 - 13.30	<p>Pitching Trials Presentations from each Workgroup (5 minutes per pitch each followed by 10 minutes evaluation and feedback)</p>	
13:30– 14:30	Lunch	
	Visits	